

Rep Order# 8843216 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 36982

Printed: 10/02/2012 2:39 PM  
Last Received: 10/02/2012 1:49 PM  
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/17/2012 - 10/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$86,105  
PLEASE CONFIRM  
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	500A-600A		:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
	2	M-TU	500A-600A		:30	\$225.00	10/22-10/23	2	1	2	\$450.00	
				Buyline Comment: 5A NEWS								
	3	M-TU	600A-700A		:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
				Buyline Comment: 6A NEWS								
	4	W-F	600A-700A		:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: 6A NEWS								
	5	W-F	700A-900A		:30	\$200.00	10/17-10/19	3	1	3	\$600.00	
				Buyline Comment: EARLY SHOW								
	6	M-TU	700A-900A		:30	\$200.00	10/22-10/23	2	1	2	\$400.00	
				Buyline Comment: EARLY SHOW								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	W-F	900A-1000A		:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: LIVE WITH KELLY								
	8	M-TU	900A-1000A		:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$450.00	10/17-10/19	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		:30	\$450.00	10/22-10/23	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	1100A-1200P		:30	\$1,925.00	10/17-10/19	1	1	1	\$1,925.00	
				Buyline Comment: Y&R								
	12	M-TU	1100A-1200P		:30	\$550.00	10/22-10/23	0	0	0	\$0.00	
				Buyline Comment: Y&R								
	13	W-F	1200P-1230P		:30	\$325.00	10/17-10/19	3	1	3	\$975.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	1200P-1230P		:30	\$325.00	10/22-10/23	2	1	2	\$650.00	
				Buyline Comment: NOON NEWS								
	15	W-F	1230P-200P		:30	\$1,315.00	10/17-10/19	1	1	1	\$1,315.00	
				Buyline Comment: BOLD.LET'S MAKE								



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	27	W-F	700P-800P		:30	\$350.00	10/17-10/19	3	1	3	\$1,050.00	
				Buyline Comment: INSIDER								
	*28	M-TU	700P-800P		:30	\$350.00	10/22-10/23	2	1	2	\$700.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V5 .								
				V5 Comment Changed, Spots/week Changed								
	29	W-F	1100P-1135P		:30	\$600.00	10/17-10/19	1	1	1	\$600.00	
				Buyline Comment: 11P NEWS								
	30	M-TU	1100P-1135P		:30	\$600.00	10/22-10/23	2	1	2	\$1,200.00	
				Buyline Comment: 11P NEWS								
	31	W-F	1135P-1235A		:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: LETTERMAN								
	32	M-TU	1135P-1235A		:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
				Buyline Comment: LETTERMAN								
	*33	M	900P-1000P		:30	\$2,100.00	10/22-10/22	1	1	1	\$2,100.00	
				Buyline Comment: HAWAII 5-0								
				Sales Remark: V5 .								
				V5 Time Changed, Comment Changed								
	34	TU	800P-900P		:30	\$2,100.00	10/23-10/23	1	1	1	\$2,100.00	
				Buyline Comment: NCIS								
	35	TU	900P-1000P		:30	\$2,300.00	10/23-10/23	0	0	0	\$0.00	
				Buyline Comment: NCIS:L//NCIS 9								



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	36	TU	1000P-1100P		:30	\$1,700.00	10/23-10/23	1	1	1	\$1,700.00	
				Buyline Comment: VEGAS								
	37	W	900P-1000P		:30	\$2,500.00	10/17-10/17	1	1	1	\$2,500.00	
				Buyline Comment: CRIMINAL MINDS								
	38	W	1000P-1100P		:30	\$2,300.00	10/17-10/17	1	1	1	\$2,300.00	
				Buyline Comment: CSI								
	39	TH	900P-1000P		:30	\$2,100.00	10/18-10/18	1	1	1	\$2,100.00	
				Buyline Comment: PERSON OF INTEREST								
	40	TH	1000P-1100P		:30	\$2,200.00	10/18-10/18	1	1	1	\$2,200.00	
				Buyline Comment: ELEMENTARY								
	41	F	900P-1000P		:30	\$1,400.00	10/19-10/19	1	1	1	\$1,400.00	
				Buyline Comment: MADE IN JERSEY								
	42	F	1000P-1100P		:30	\$1,600.00	10/19-10/19	1	1	1	\$1,600.00	
				Buyline Comment: BLUE BLOODS								
	43	SA-SU	1100P-1135P		:30	\$400.00	10/20-10/21	2	1	2	\$800.00	
				Buyline Comment: 11P NEWS WKND								
	44	SA	500A-700A		:30	\$95.00	10/20-10/20	1	1	1	\$95.00	
				Buyline Comment: CBS SAT AM								



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	55	SU	930A-1000A		:30	\$175.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
	56	SU	1000A-100P		:30	\$2,200.00	10/21-10/21	2	1	2	\$4,400.00	
				Buyline Comment: NFL 10A								
	57	SU	100P-400P		:30	\$7,700.00	10/21-10/21	2	1	2	\$15,400.00	
				Buyline Comment: NFL 1P								
	58	SU	500P-700P		:30	\$225.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS SUN								
	59	SU	700P-800P		:30	\$1,500.00	10/21-10/21	1	1	1	\$1,500.00	
				Buyline Comment: 60MIN								
	60	SU	800P-900P		:30	\$7,350.00	10/21-10/21	1	1	1	\$7,350.00	
				Buyline Comment: AMAZING RACE								
	61	SU	900P-1000P		:30	\$1,600.00	10/21-10/21	1	1	1	\$1,600.00	
				Buyline Comment: GOOD WIFE								
	62	SU	1000P-1100P		:30	\$2,000.00	10/21-10/21	1	1	1	\$2,000.00	
				Buyline Comment: CSI MIAMI								
	63	W-F,M-TU	400A-459A		:30	\$20.00	10/17-10/23	2	1	2	\$40.00	
				Buyline Comment: 4A NEWS								
	*64	M	1000P-1030P		:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
				Buyline Comment: ET								
				Sales Remark: V5 .								
				V5 Added								

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	*65	M	1030P-1100P		:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
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Buyline Comment: INSIDE EDITION

Sales Remark: V5 .

V5 Added

---REPORT TOTALS---

Report Totals: 103 / \$86,105.00

---SALES MONTHLY TOTALS---

Oct 12: 103 / \$86,105.00

Sales Totals: 103 / \$86,105.00

Station Totals: 103 / \$86,105.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$287,017	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+